

# COURSES IN ENGLISH SPRING 2025

## UDEM SCHOOL OF BUSINESS

### DEPARTMENT OF BUSINESS ADMINISTRATION

#### FUNDAMENTALS OF MANAGEMENT

COURSE KEY	AD 1005
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this course, students will be able to understand the administration process, from planning, organization, management, and control, in order to describe all these functions from the perspective of the new organizational trends.
CRN	10631
MODALITY	Online
DAY	Tuesdays and Fridays
TIME	11:30 - 12:59

#### INTEGRATED MARKETING COMMUNICATION

COURSE KEY	AD 3451
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Upon completion of this course, students will be able to apply the integrated marketing communications model to achieve brand objectives, identifying the importance of coordinating the communication tools to develop an effective program based on the diagnosis of the current situation of the brand, a differentiated value proposition, and the analysis of consumer behavior.
CRN	19897
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	13:00 - 14:29

#### STRATEGIES OF SALES AND NEGOTIATION TECHNIQUES

COURSE KEY	AD 2405
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Learning the basic activities of the sales force, how to work with the customer, importance of service, relationship marketing and negotiation techniques involved in achieving the sales objectives.
CRN	16784

MODALITY	Face to face
DAY	Mondays
TIME	19:00 - 21:59
<b>BRAND POSITIONING AND MANAGEMENT</b>	
COURSE KEY	AD 2363
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Consumer Analysis
DESCRIPTION	Upon completion of the subject, the student will be able to design and implement brand positioning and brand equity management, in order to generate a practical growth that will allow them to to generate a practical growth that will allow him/her to direct the appropriate communication strategies, as well as for the brand management over time.
CRN	27884
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	16:00 - 17:29
<b>MARKET RESEARCH</b>	
COURSE KEY	AD 2417
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	-Marketing, Statistics
DESCRIPTION	Upon completion of this course, the students will be able to apply the market research process by carrying out research for a company. In addition, they will be also be able to use the Statistical Package for the Social Sciences (SPSS) for data analysis.
CRN	26093
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	17:29 - 18:59

<b>LEADERSHIP IN ORGANIZATIONS</b>	
COURSE KEY	AD 1200
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	

DESCRIPTION	By the end of the workshop, the students will be able to describe the processes required to diagnose, analyze, define changes, implement and evaluate their effects at an organizational and individual level, applying competencies of a transformational leadership.
CRN	17049
MODALITY	Face to Face
DAY	Wednesdays
TIME	07:00 - 09:59

#### MARKETING

COURSE KEY	AD 1400
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this course, students will be able to apply useful tools to understand how the market works, find out what the most efficient means are within the market, and choose the type of market that offers the best conditions to develop marketing activities.
CRN	21462
MODALITY	Face to face
DAY	Wednesdays
TIME	10:00 - 12:59

#### INTERNATIONAL MARKETING

COURSE KEY	AD 2418
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Understanding the subjects related to marketing management in a global market environment and the factors that impact in international marketing decisions.
CRN	13637
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	16:00 - 17:30
CRN	24097
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	16:00 - 17:30

#### INTERNATIONAL NEGOTIATION MODELS

COURSE KEY	AD 2025
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US

PREREQUISITES	
DESCRIPTION	Learning the models, techniques and tools necessary to develop skills that enable an efficient negotiation in the international context.
CRN	24078
MODALITY	Face to face
DAY	Wednesdays
TIME	10:00 - 11:29
<b>STRATEGICS OF COMERCIALIZATION</b>	
COURSE KEY	AD 2252
LEVEL	
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Upon completion of this course, students will be able to identify the performance of salespeople and the criteria for selection, recruitment, training, compensation, and and the criteria for selection, recruitment, training, compensation and incentives, reviewing the role of the sales manager in the marketing strategy of a company. the role of the sales manager in the marketing strategy of a company, in order to determine specific criteria for the evaluation and control of salespeople.
CRN	79853
MODALITY	Face to Face
DAY	Thursdays
TIME	19:00 - 21:59
<b>STRATEGIC PLANNING</b>	
COURSE KEY	AD 2070
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The student will understand the concepts, methodologies and techniques for the design and implementation of business strategies.
CRN	22768
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	14:30 - 15:59
<b>ANALYSIS OF PROJECT FEASIBILITY</b>	
COURSE KEY	IN 3393
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Introduction to Finances
DESCRIPTION	Operate technical, technological and economic evaluations of projects in the
CRN	16388
MODALITY	Face to face
DAY	Mondays
TIME	19:00 - 21:59

<b>SUSTAINABILITY, ETHICS, AND SOCIAL RESPONSIBILITY IN BUSINESS</b>	
COURSE KEY	AD 2001
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Exclusive for Business students
DESCRIPTION	Upon completion of this course, students will be able to identify the ethical, social, and environmental issues which are relevant to a business, in order to devise strategies to address them.
CRN	15036
MODALITY	Face to Face
DAY	Mondays and Thursdays
TIME	11:30 - 12:59
<b>SUSTAINABILITY AND SOCIAL RESPONSIBILITY</b>	
COURSE KEY	AD 1201
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	At the end of the course, the student will be able to understand the implication of
CRN	22776
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	10:00 - 11:29
CRN	26350
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	16:00 - 17:29
<b>INNOVATION AND INVENTION METHODS AND PROCESSES</b>	
COURSE KEY	AD 2442
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of this subject, the student will be able to understand the concept of innovation and its importance in the entrepreneurial and business world through the use of innovation methods to develop business ideas to identify the elements that make up a business, the value proposition, and the differentiation strategies.
CRN	23410
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	10:00 - 11:30

SOCIAL ENTREPRENEURSHIP	
COURSE KEY	AD 2056
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	-Fundamentals of Management
DESCRIPTION	Upon completion of this course, students will be able to understand the nature and
CRN	19975
MODALITY	Face to Face
DAY	Tuesdays and Fridays
TIME	11:29 - 12:59
INNOVATION WORKSHOP	
COURSE KEY	AD 3070
LEVEL	Advanced
CREDITS	3 UDEM / 1.5 US
PREREQUISITES	
DESCRIPTION	After finishing the course, students will be able to identify market trends and based
CRN	20093
MODALITY	TBD
DAY	Mondays and Thursdays
TIME	16:00 - 17:29
BUSINESS PLAN	
COURSE KEY	AD 2015
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Financial Analysis, Exclusive for Business students
DESCRIPTION	Upon completion of this course, students will be able to identify the key factors to
CRN	12700
MODALITY	TBC
DAY	Mondays and Thursdays
TIME	17:30 - 18:59
SALES INTELLIGENCE	
COURSE KEY	AD 2323
LEVEL	
CREDITS	6 UDEM / 3 US
PREREQUISITES	

DESCRIPTION	At the end of the course, the students will be able to analyze the evolution of the dynamic and competitive market, identifying the planning functions that and competitive market, identifying the planning functions of the marketing manager and the basic the marketing manager and the basic tools of decision making, in order to achieve an understanding of the principles and the understanding of modern sales principles and tools in the decision making process of sales management and define
CRN	26208
MODALITY	Face to Face
DAY	Wednesdays
TIME	19:00 - 21:59
<b>DIGITAL MARKETING</b>	
COURSE KEY	AD 2419
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Marketing
DESCRIPTION	Upon completion of this course, students will be able to apply digital marketing tools
CRN	79754
MODALITY	Online
DAY	Tuesdays
TIME	19:00 - 21:59
<b>BRAND MANAGEMENT</b>	
COURSE KEY	AD 3495
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Consumer Analysis
DESCRIPTION	Upon completion of this course, students will be able to design and implement
CRN	26320
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	16:00 - 17:29
<b>DEPARTMENT OF ACCOUNTING</b>	
<b>FINANCIAL ANALYSIS</b>	
COURSE KEY	CO 1045
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	Financial Information in Business

DESCRIPTION	Upon completion of this course, students will be able to interpret the accounting information contained in financial statements in order to understand in depth the origina and behavior of company resources, for the purpose of carrying out a diagnosis of the business and defining the main tools related to working capital management, thus securing optimum financing in the national markets
CRN	22072
MODALITY	Face to face
DAY	Mondays
TIME	13:00 - 15:59
CRN	22072
MODALITY	Face to face
DAY	Mondays
TIME	8:30 - 11:29

## DEPARTMENT OF ECONOMICS

### GLOBAL STUDIES SEMINAR

COURSE KEY	EC 2445
LEVEL	Basic
CREDITS	3 UDEM / 1.5 US
PREREQUISITES	
DESCRIPTION	At the end of the course, the student will be able to analyze with an integral business approach the challenges and opportunities of the application of international trade in the business environment through the application of practical situations and specific real cases.
CRN	79484
MODALITY	TBD
DAY	Tuesdays and Fridays
TIME	7:00 - 8:29
CRN	79485
MODALITY	TBD
DAY	Thursdays
TIME	19:00 - 21:59

## UDEM SCHOOL OF LAW AND SOCIAL SCIENCE

### DEPARTMENT OF LAW

#### PUBLIC INTERNATIONAL LAW



COURSE KEY	DE 2515
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Theory of Law
DESCRIPTION	The student will understand the public international law within the context of law and how it affects international law in our country, as well as analyze the international legal framework and the ways of resolving international disputes.
CRN	27474
MODALITY	Face to Face
DAY	Thursdays
TIME	10:00 - 11:29
<b>HUMAN RIGHTS</b>	
COURSE KEY	DE 2411
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Constitutional Law
DESCRIPTION	The student will understand the main scenarios raised by the philosophy of fundamental rights regarding the conception of man as a citizen who is aware of his rights and duties and who actively participates with an ethical sense and awareness of citizenship.
CRN	22302
MODALITY	Hybrid
DAY	Mondays and Thursdays
TIME	08:30 - 09:59
<b>BUSINESS AND HUMAN RIGHTS</b>	
COURSE KEY	DE 3438
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	At the end of the course, the student will be able to understand the importance of the consideration and implementation of measures aimed at the respect and promotion of human rights. consideration and implementation of measures tending to the respect and promotion of human rights in the the state of progress in the domestic and international legal framework, both with regard to the obligations of States and the the domestic and international legal framework, both with respect to the obligations of States and the responsibility of companies. corporate responsibility. It will also be able to link the subject matter to the issue of sustainable development, as well as to the sustainable development, as well as with other areas related to law or business administration.
CRN	79381

MODALITY	Online
DAY	Mondays and Thursdays
TIME	7:00 - 8:29

## DEPARTMENT OF SOCIAL SCIENCE

### INTERNATIONAL NEGOTIATIONS

COURSE KEY	CS 2028
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	To understand the negotiation's processes in the international arena, identifying the important elements of conflict resolution.
CRN	26233
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	19:00 - 20:29

### POLITICAL GEOGRAPHY

COURSE KEY	CS 1506
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	To present a worldwide base of geographic data and characteristics. To get the student familiar with the understanding of the planet from a regional perspective, resources, and how these determine many of our actual relationships and conflicts.
CRN	20855
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	10:00 - 11:29

### NORTH AMERICAN STUDIES SEMINAR

COURSE KEY	CS 2710
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Being in 5th semester or above
DESCRIPTION	This course offers an overview of North American thought and values as well as it studies the way society and culture in this part of the world was structured and formed.
CRN	20879

MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	10:00 - 11:29
<b>ENVIRONMENTAL PROBLEMS</b>	
COURSE KEY	CS 3104
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	At the end of the course, the student will be able to analyze the causes and implications of a variety of global environmental challenges and different forms of response of global environmental challenges and different forms of response.
CRN	TBD
MODALITY	TBD
DAY	TBD
TIME	TBD
<b>WORLD POLITICS</b>	
COURSE KEY	CS 2625
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Political Management and International Organizations
DESCRIPTION	Analyze World structure from a political approach.
CRN	20884
MODALITY	TBD
DAY	Tuesdays and Frideys / Monday and Thursdays
TIME	11:30 - 12:59 / 13:00 - 14:29

## UDEM SCHOOL OF ENGINEERING

### DEPARTMENT OF ENGINEERING

#### TECHNOLOGY MANAGEMENT

COURSE KEY	SC 3750
LEVEL	
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Upon completion of the course, the student will be able to create a technological project that will provide a real solution to a problem that a company in today's world has, or to take advantage of an opportunity found in the environment.
CRN	14893
MODALITY	Face to face
DAY	Wednesdays
TIME	10:00 - 12:59

ANALYSIS OF PROJECT FEASIBILITY	
COURSE KEY	IN 3393
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Introduction to Finances
DESCRIPTION	Operate technical, technological and economic evaluations of projects in the engineering area, especially in the environment of the company, using the concepts and conventional methods applied to examples and real cases including new products or expansion of the production, factors of risk, taxes and inflation.
CRN	16388
MODALITY	Face to face
DAY	Mondays
TIME	19:00 - 21:59

## UDEM SCHOOL OF EDUCATION AND HUMANITIES

### DEPARTMENT OF MODERN LANGUAGES

ACADEMIC WRITING	
COURSE KEY	ID 1500
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The students will be able to write correctly different academic documents, conferences, essays, lectures, academic articles or publications and book chapters.
CRN	79554
MODALITY	Online
DAY	Wednesdays
TIME	17:29 - 18:59

PROFESSIONAL WRITING IN ENGLISH	
COURSE KEY	ID 1505
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Knowing the internationally accepted formats (C.V., reports, memos, emails) and
CRN	78913
MODALITY	Online
DAY	Thursdays
TIME	13:00 - 14:29
EFFECTIVE COMMUNICATION IN ENGLISH FOR BUSINESS	

COURSE KEY	ID 1515
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	Knowing and understanding the business culture from other countries as well as
CRN	78810
MODALITY	Face to face
DAY	Wednesdays
TIME	14:30 - 17:29

### **BASIC SPANISH**

COURSE KEY	ID 1105
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The students will learn basic vocabulary and simple verbal tenses and they will be able to name and describe objects in common situations such as home, classroom, supermarkets and restaurants. They will be able to compare past and present.
CRN	78903
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	10:00 - 11:29
CRN	78727
MODALITY	Face to face
DAY	Wednesdays
TIME	8:30 - 11:29

### **INTERMEDIATE SPANISH**

COURSE KEY	ID 1115
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Basic Spanish
DESCRIPTION	During this level, the students will develop the ability to start conversations in a socially appropriate manner with diverse interlocutors from different countries and will start participating more actively in conversations. The students will be able to make more important contributions such as giving examples to emphasize their point of view and they will easily deal with verbal tenses. The students will learn synonyms and antonyms and will practice various structures to enhance their precision in daily communication. The students will be able to write texts in order to express or inform the audience about their opinion.

CRN	78721
MODALITY	Face to face
DAY	Wednesdays
TIME	8:30 - 11:29
<b>ADVANCED SPANISH</b>	
COURSE KEY	ID 1125
LEVEL	Advanced
CREDITS	6 UDEM / 3 US
PREREQUISITES	Intermediate Spanish
DESCRIPTION	The students will be able not only to hold a conversation, but also to change the subject and to start a conversation, lead and manipulate it. They will be able to deal with all common daily situations and adapt to unexpected situations without communication flaws.
CRN	78741
MODALITY	Face to face
DAY	Wednesdays
TIME	8:30 - 11:29

<b>LIFE AND CULTURE IN MEXICO</b>	
COURSE KEY	ID 1155
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The students will understand To the relevant aspects of daily life, popular culture, traditions, politics, history and economy in contemporary Mexico, in order to understand Mexicans and their culture.
CRN	78900
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	14:30 - 15:59
CRN	78902
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	16:00 - 15:29
CRN	78901
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	13:00 - 14:29
<b>DEPARTMENT OF HUMANITIES</b>	
<b>COMPARATIVE INTERNATIONAL CONTEXTS</b>	
COURSE KEY	HU 1015
LEVEL	Basic

CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	The student will be able to describe the economic, political, and cultural reality of a
CRN	10542
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	8:30 - 9:59
CRN	10527
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	8:30 - 9:59
CRN	17170
MODALITY	Face to face
DAY	Mondays and Thursdays
TIME	11:30 - 12:59

## UDEM SCHOOL OF ARCHITECTURE AND BUILDING ENVIRONMENT

### DEPARTMENT OF ARCHITECTURE

#### INTERIOR MATERIALS

COURSE KEY	AH 2102
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	
CRN	21171
MODALITY	Face to face
DAY	Wednesdays
TIME	10:00 - 12:59
CRN	21174
MODALITY	Face to face
DAY	Wednesdays
TIME	13:00 - 15:59

#### INSTALLATIONS FOR INTERIOR SPACES

COURSE KEY	AH 2104
LEVEL	Intermediate
CREDITS	6 UDEM /3 US
PREREQUISITES	
DESCRIPTION	
CRN	25410
MODALITY	Face to face

DAY	Fridays
TIME	10:00 - 12:59
<b>STUDY OF INSTITUTIONAL SPACE</b>	
COURSE KEY	AH 1015
LEVEL	Advance
CREDITS	12 UDEM /6 US
PREREQUISITES	
DESCRIPTION	
CRN	26925
MODALITY	Face to face
DAY	Tuesdays and Fridays
TIME	14:30 - 17:29
<b>WORK SPACES</b>	
COURSE KEY	AH 2414
LEVEL	Intermediate
CREDITS	6 UDEM /3 US
PREREQUISITES	
DESCRIPTION	
CRN	27513
MODALITY	Face to face
DAY	Wednesdays
TIME	13:00 - 15:59

<b>DEPARTMENT OF DESIGN</b>	
<b>2D ANIMATION</b>	
COURSE KEY	DX 1232
LEVEL	Basic
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	At the end of the subject, the student will be able to recognize the 2D fundamentals,
CRN	25852
MODALITY	Face to face
DAY	Thursday
TIME	8:30 - 11:29
<b>DIRECTION AND CONCEPTUAL ART</b>	
COURSE KEY	DX 1243
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	
CRN	23651
MODALITY	Face to face



DAY	Thursday
TIME	11:30 - 14:29
<b>2D ANIMATION SHORT PROJECT</b>	
COURSE KEY	DX 2332
LEVEL	Advance
CREDITS	6 UDEM / 3 US
PREREQUISITES	
DESCRIPTION	
CRN	25917
MODALITY	Face to face
DAY	Monday
TIME	14:30 - 17:29
<b>ILLUSTRATION</b>	
COURSE KEY	DX 2244
LEVEL	Intermediate
CREDITS	6 UDEM / 3 US
PREREQUISITES	Drawing and its Representation
DESCRIPTION	
CRN	TBD
MODALITY	TBD
DAY	TBD
TIME	TBD